

Amendments to the Claims:

Please amend the claims as shown. Applicants reserve the right to pursue any cancelled claims at a later date.

1 – 18 (cancelled)

19. (new) A method for operating an industrial installation, comprising:
  - identifying a plurality of technical measurement variables which co-determine a value retention of a real installation;
  - recording an actual status of the real installation by measuring the identified technical measurement variables;
  - specifying a benchmark;
  - comparing the actual status of the real installation with the specified benchmark to determine a technical measurement variable whose change in value increases the value retention of the real installation;
  - identifying a plurality of structural measures which increase the value retention of the real installation by changing the value of the technical measurement variable; and
  - carrying out the structural measures.
20. (new) The method as claimed in claim 19, wherein the benchmark is specified by recording an actual status on an installation which is similar compared to the real installation to be assessed.
21. (new) The method as claimed in claim 20, wherein the similar installation is an existing installation or an installation which is in a building phase.
22. (new) The method as claimed in claim 20, wherein an installation-specific key component is recorded for specifying the benchmark.

23. (new) The method as claimed in claim 20, wherein an installation-relevant innovation is recorded for specifying the benchmark.
24. (new) The method as claimed in claim 19, wherein the actual status and a significant technical trend are recorded in a factor markets relevant to the real installation, a product markets relevant to the real installation, and a technological environment of the real installation for specifying the benchmark.
25. (new) The method as claimed in claim 19, wherein the method is partially carried out by an external service provider.
26. (new) The method as claimed in claim 19, wherein the actual status of the real installation is partially determined by a software.
27. (new) The method as claimed in claim 19, wherein steps of identifying the technical measurement variables, recording an actual status of the real installation, specifying a benchmark, and comparing the actual status of the real installation with the specified benchmark are carried out more frequently than steps of identifying the structural measures and carrying out the structural measures.
28. (new) The method as claimed in claim 19, wherein an increase of the value retention of the real installation is quantitatively determined.
29. (new) The method as claimed in claim 19, wherein the structural measures are carried out when the actual status of the real installation is at least as good as a setpoint status.
30. (new) The method as claimed in claim 19, wherein the method is for operating a production facility.
31. (new) A system for operating an industrial installation, comprising:

an identifier for identifying a plurality of technical measurement variables which co-determine a value retention of a real installation;

a recorder for recording an actual status of the real installation by measuring the identified technical measurement variables;

an inputting device for inputting a plurality of measured values relating to the identified technical measurement variables; and

a comparing device for comparing the actual status of the installation with a benchmark for determining a technical measurement variable whose change in value increases the value retention of the real installation.

32. (new) The system as claimed in claim 31, wherein a plurality of structural measures are identified which increase the value retention of the real installation by changing the value of the determined technical measurement variable.

33. (new) The system as claimed in claim 32, wherein an evaluation is provided by which an increase of the value retention of the real installation is quantitatively determined.

34. (new) A computer program for operating an industrial installation, comprising:  
a computer sub program for identifying a plurality of technical measurement variables which co-determine a value retention of a real installation;

a computer sub program for recording an actual status of the real installation by measuring the identified technical measurement variables;

a computer sub program for interrogating a plurality of measured values relating to the identified technical measurement variables; and

a computer sub program for comparing the actual status of the real installation with a benchmark for determining a technical measurement variable whose change in value increases the value retention of the real installation.

35. (new) The computer program as claimed in claim 34, wherein a plurality of structural measures are identified which increase the value retention of the real installation by changing the value of the determined technical measurement variable.

36. (new) The computer program as claimed in claim 34, wherein an increase of the value retention of the real installation is quantitatively determined.

37. (new) The computer program as claimed in claim 34, wherein the method is for operating a production facility.